

HOME GR/OWN MILWAUKEE

Bloomberg Mayors Challenge Update & Next Steps

December 14, 2012

Stakeholders Meeting Agenda

- Mayor's Welcome & Remarks
- Bloomberg Mayors Challenge Update
- Milwaukee's Idea: HOME GR/OWN
- Your Questions & Feedback
- Next Steps



Mayors Challenge

Bloomberg Philanthropies launches challenge to America's mayors:

- Serious social or economic problems.
- Improve customer service for residents and businesses.
- Enhance accountability to or engagement with the public.
- Create efficiencies that make government work better, faster, and cheaper.

Milwaukee's Idea: HOME GR/OWN addressing foreclosures and food

insecurity through creative applications of urban ag prac



Mayors Challenge

The winning cities will receive one of five prizes including:

- One \$5 million grand prize; four \$1 million runners-up
- 305 cities submitted applications
- Evaluated on four selection criteria:

Vision

Impact

Ability to Implement

Replicability



20 Finalists Announced!



Boston, MA
Chicago, IL
Cincinnati, OH
Durham, NC
High Point, NC

Hillsboro, OR
Houston, TX
Indianapolis, IN
Knoxville, TN
Lafayette, LA

Lexington, KY
Milwaukee, WI
Philadelphia, PA
Phoenix, AZ
Providence, RI

Saint Paul, MN
San Francisco, CA
Santa Monica, CA
Springfield, OR
Syracuse, NY

Mayors Challenge Timeline

- Challenge Announced: June 2012
- MKE Tournavation: August 28
- Initial Application: September 14
- Top 20 Finalists: October
- Ideas Camp (NYC): November 12-13
- Coaching Sessions: December-January
- Refined Application: January 31
- Winner Notification: Spring/Summer 2013
- Implementation: Summer 2013



HOME GR/OWN

Empowers residents to transform neighborhoods by repurposing foreclosed properties into community assets that spark new economic activity based on local, healthy food production and distribution.

Why HOME GR/OWN?

- Yearly increase of City-owned foreclosures
- Holding costs + diminishing resources
- Need a complementary real estate disposition strategy
- Food insecurity + negative nutritional outcomes
- Urban Ag leadership + 98% of the City is zoned for agriculture production

“Winning strategy regardless of Bloomberg outcome.”

–Mayor Barrett



HOME GR/OWN & Foreclosures

- 10-fold increase in houses acquired since 2007 (750 in 2012!)
- Current inventory:
956 houses
3000 vacant lots
- HOME GR/OWN a complementary disposition strategy



HOME GR/OWN & Foreclosures

Current Disposition Strategy

- Sell, mothball or demolish
- Sell for homeownership programs, green space, garden use or land assembly

HOME GR/OWN Strategy

- Targeted Neighborhoods (HOME GR/OWN Zones)
- Transfer properties for non-residential/non-growing uses
- Explore alternate disposition strategies



HOME GR/OWN & Health



- Over 65% of neighborhood food retail outlets offer no fresh food
- 58% of all citizens are physically inactive & 31% are obese
- 70% report inadequate fruit & vegetable consumption
- 70% of WI African-Americans are overweight or obese
- Hope in the form of new initiatives like Healthy Corner Stores initiative

HOME GR/OWN Tournavigation

- Mayor wanted to engage community innovators and experts
- Tactics for implementing HOME GR/OWN strategy
- 100+ submissions; 10 finalists
- Gretchen Mead winner – concept of “homesteading” (as a real estate disposition strategy)
- Ideas from the other submissions are also informing implementation strategy (e.g., community cafes, food processing, veterans engagement)

Thank you Art Milwaukee and NEWaukee!



Bloomberg Ideas Camp

- November 12-13, New York City
- Matt Howard (OES), Sharon Robinson (DOA), Maria Prioletta (DCD) and Sharon Adams (Walnut Way)
- Refine and Improve Ideas
- Innovation Analysis of the Ideas
- Coaching + Refined Application



HOME GR/OWN Evolves

- Strengthening/refining the idea
- 5 Key Components of Planning Process
 1. Clear Idea Concept
 2. Horizon Scan
 3. Implementation Plan
 4. Strategy for Measuring Success
 5. Sustainability Plan



HOME GR/OWN Evolves

- Hub & Spoke Concept
- HOME GR/OWN Zones, or “targeted neighborhoods”:
foreclosures, food insecurity, capacity in place)
 - Concentrate resources in a limited area to make a larger impact
 - Test new ideas on a manageable scale
 - Evaluate the results of new processes
- Joint assessment of the needs of the community and how that fits into HOME GR/OWN
- Holistic package of land, grants, resources and services to improve targeted neighborhoods and community health
- More than growing food: processing, distribution, education and economic development opportunities



HOME GR/OWN Success Metrics

- Decreased inventory of City-owned tax-foreclosed properties
- Reduced City expenditures required to maintain/dispose the inventory
- Increased access to healthy food and nutrition education programs
- Improved health outcomes for target neighborhood residents
- Improved the quality of life indicators
- Increased property values
- Increased tax base
- New economic opportunities (from urban ag activities, etc.)



HOME GR/OWN Needs You

- Identify Local Resources
- Real Estate Strategies (repurposing, reuse, etc)
- Science and Health Strategies
- Community Participation
- Commercial Opportunities



HOME GR/OWN

Questions

Feedback

Next Steps

www.milwaukee.gov/sustainability/HOMEGR/OWN.I



A HOMEGR/OWN NEIGHBORHOOD

Rectangular Snip



(A) Urban farmer sells produce to Food Hub (D) on former vacant lots

(B) Foreclosed home repurposed by neighborhood group as social enterprise community cafe

(C) Foreclosed home & vacant lot - urban homesteading

(D) Food Hub aggregates city/neighborhood produce and resells. Runs compost operation at (M) - former factory parking lot.

(E) Foreclosed home kept by City Development Department for high value development

(F) High value potential affordable housing site retained by City Development Department

(G) Foreclosed home's garage repurposed for neighborhood auto repair co-op

(H) Heavily treed vacant lot converted to pocket park - no value for farming

(I) New community garden controlled by residents of blocks 1 and 2: Farmstand (J) sells to neighbors

(J) Farm stand generates income, increases neighborhood community for blocks 1 and 2

(K) Garden site now controlled by adjacent corner store increasing healthy food in store

(L) Vacant lot now controlled by church group, sells to Food Hub (D)

(M) Site zoned Industrial; former factory parking lot, now compost operation using neighborhood and Food Hub good/garden residuals

(N) Vacant factory converted to aquaponics operation. Produce sold to Food Hub. Fish processed and sold at Food Hub.